Twitter 101

How to use and apply Twitter for the National Park Service, Fire and Aviation

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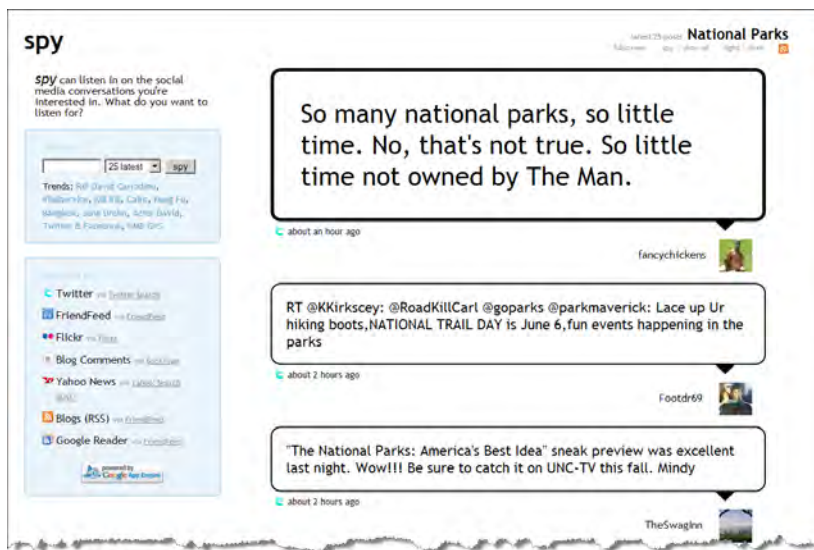# Table of Contents

Twitter Online Search Engines and Trend Tools

Twazzup

Twazzup is a search engine that tracks community member's "Tweets". Users can gather information in real-time and monitor Twitter traffic for specific keywords, trends and hash tags.

Some features of the Twazzup Twitter search engine include related photos, hot topics, featured tweets, and most popular results.

Spy.Appspot.com

Spy can listen in on the social media conversations you're interested in by searching for trends and topics. Some of the sites it searches includes Twitter, FriendFeed, Flickr, Google Reader.

TwitterFall

Twitterfall is a way of viewing the latest 'tweets' of upcoming trends and custom searches. Updates fall from the top of the page in near-real time.

TwitterCounter

TwitterCounter offers statistics, follow and friend metrics and Twitter user comparisons.

#Hashtags

#Hashtags are an opportunity to aggregate topics and events so other users can view your tweets.

Additional Trending and Search Tools:

AskTwitr – Displays search results through a Google world map, with recent tweets popping up and across the globe

BackTweets – Tracks trending URLs by topic. BackTweets is able to take into account URL shortening services, so you can find links even if you don't know how they've been shortened.

IceRocket – Provides data on top Twitter, blog, Friendfeed and MySpace trends.

Monitter – Allows for users to monitor up to three keywords in real time, in 3 different columns. .

PowerSearch – PowerSearch displays tweets about emerging trends as well as daily and weekly trends.

Search.Twitter.com – Simple, straight forward Twitter search engine.

Search Merge – Similar to IceRocket. Searches across several social media platforms including Twitter, YouTube, Flickr.

Twendz - Web application that utilizes the power of Twitter Search, highlighting conversation themes.

TweetMeme – Displays and tracks the most popular links on twitter every 5 minutes, based on the number of tweets.

Tweepsearch - Search the biographies of all of your followers or you can do a keyword search of all the biographies on Twitter.

Tweetscan - Searches for tweets based on your keywords and by individual.

Tweetizen – Searches and can aggregate tweets by a group or topic.

TweetStats – Graphs out stats by tweets per hour, replies.

Twibs - Business based Twitter search engine.
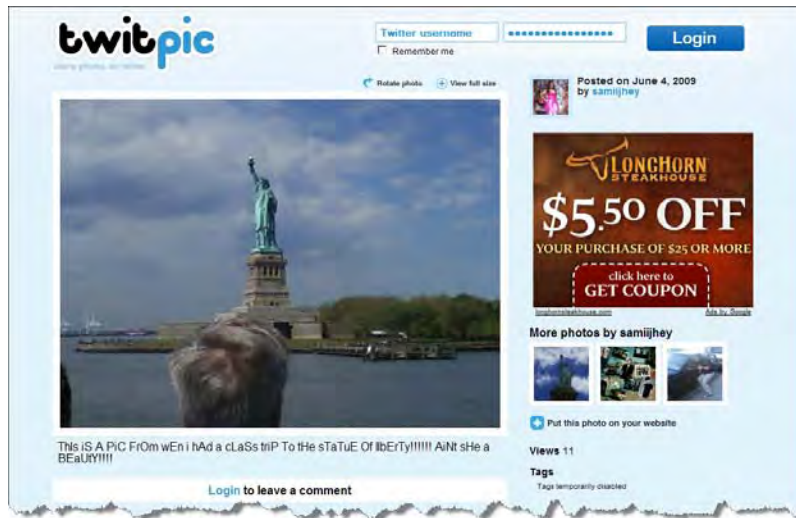
Twist – Twitter search engine that also graphs top trends.

Twitscoop – Real time search, with a tag cloud that's changing size by the moment.

TwitterTroll – Twitter search engine for top trends.

Twitturly – Also a way to track top-shared URLs. This service allows users to see all of the active tweets that have shared a specific link.
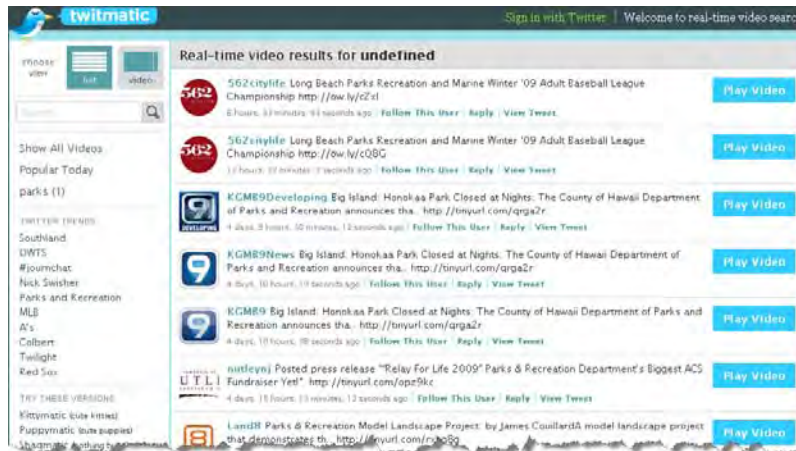
⬈ Twitter Picture and Video Tools

TwitPic

TwitPic lets you share photos on Twitter. If you have a Twitter account, then you already have a Twitpic account.

TwitMatic
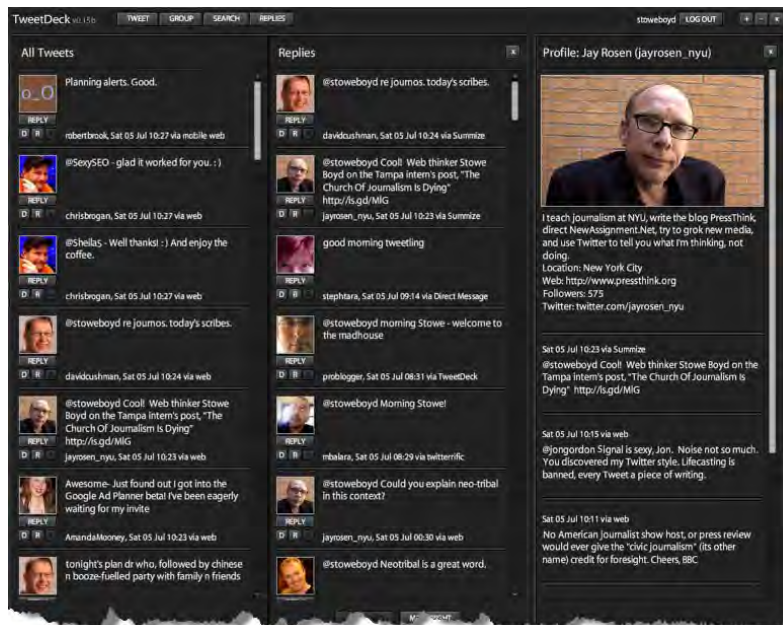

Twitmatic – Real time Twitter video search engine.

Twitter Desktop Apps

Twhirl

Twhirl is a social software desktop client for Twitter. Users can shorten URLs, post images to TwitPic and search tweets.

TweetDeck

TweetDeck is your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook and more.

TweetDeck shows you everything you want to see at once, so you can stay organized and up to date.

➧ Twitter Mobile Apps

Top Mobile Apps for the iPhone and Blackberry

Twitterrific for the iPhone

Twitterrific is a free iPhone application that lets you both read and publish posts or tweets to the Twitter community website.

Tweetie for the iPhone

Tweetie is also built for the iPhone and allows you to update your Twitter status to multiple accounts.

TwitterBerry

TwitterBerry is a mobile application to update your Twitter status via Blackberry.

➹ Twitter URL Shortening Tools

- is.gd
- bit.ly
- URL.ie
- w3t.org
- SnipURL
- ShortURL
- BudURL

Twitter Miscellaneous Online Tools

TweetBeep

TweetBeep is a Twitter alert you can receive via e-mail

Twittermail

TwitterMail is a mobile application to update your Twitter status via Blackberry.

Splitweet

Splitweet allows users to manage multiple Twitter accounts and monitor brands.

➚ Twitter Directories and Wikis: Friends and Follower Resources

Journalists:

- Muckrack.com
- Mediaontwitter.com
- Twitteringjournalists.pbworks.com (People using Twitter)
- Twitteringjournalists.pbworks.com (Outlets using Twitter)

Directories:

- Nearby Tweets
- Twibes.com
- Wefollow.com
- Twellow.com
- Justtweetit.com
- Localtweeps.com

Twitter Communities and Twitter Centric Blogs

- Blog.Twitter.com
- Tweepups.org
- Twittermoms.com
- Twitip.com
- Twitterholic.com
- Twittown.com

Government Wikis and Lists

- Social Butterfly
- GovTwit Directory
- US Government Twitter Fan Wiki
- Congresspedia
- TweetCongress

↗ Twitter Terminology

@ - At reply or "@reply" - a tweet that is directed to a fellow Twitter user. Can be a statement or question.

Failwhale- the whale held up by birds and string that shows that Twitter has crashed. In danger of extinction, but still seen from time to time.

Followspam - The practice of following another twitter account, usually to prompt a reciprocol follow in order to boost follow count, or to encourage the followee to explore the profile fo the follower, whereupon they inevitably see some form of advertising or come-on.

Hash Tag - the "#" sign which allows Twitters users to group their tweet with a particular event or conversation. The hash tag makes it easier to search that particular conversation on TwitterSearch.

ReTweet - to re-post something that someone already posted to their Twitter stream. Usually proceeded with "RT" and "@username" at the beginning of the post to give credit to the person who originally posted.

Twittcrastination - avoiding action while Twittering, procrastination enabled by Twitter use

Twaggle - A gaggle of followers.

Twals- people you become pals with via twitter (coined by @collmiller)

Twaiting - Twittering while waiting

Twaffic - Twitter traffic.

Tweeple - Twitter people, Twitter members, Twitter users

Tweeps - Twitterites that follow each other from one social media/network to another.

Twease - A person who teases people over Twitter.

Tweet-back - Bringing a previous tweet conversation or reference back into the current conversation.

Tweetaholism - the continued use of Twitter as an addiction that is difficult to control

Tweeter - A user of Twitter (compare: Twitterer).

Tweet - Not only a message on Twitter but another term for a Twitter user (often jokingly mistaken for a Twit).

TweetIn - When a group of twitterers agree to get together at a set time to twitter

Tweet(ing) - The act of posting to Twitter

TwinkedIn - Inviting friends made on Twitter to "connect with you on LinkedIn"

Twitter - A service that enables millions of people with nothing to say to say it to millions of people

Twitterati - The glamorous A-List twitterer's everyone wants to follow.

Twittering - To send a Twitter message.

➚ General Social Media Glossary

Avatars – Graphical images representing people. They are what you are in virtual worlds. You can build a visual character with the body, clothes, behaviors, gender, and name of your choice. This may or may not be an authentic representation of yourself.

Blogs or weblogs – A Web site, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order. "Blog" is also a verb, meaning to maintain or add content to a blog**.**

Microblogging – Brief posts to a personal blog on a microblogging Web site, such as Twitter. Microposts can be made public on a Web site and/or distributed to a private group of subscribers. Subscribers can read microblog posts online or request that updates be delivered in real time to their desktop as an instant message or sent to a mobile device as an SMS text message.

Podcast – A series of digital-media files which are distributed over the Internet for playback on portable media players and computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster.

Profiles – Information that you provide about yourself when signing up for a social networking site. As well as a picture and basic information, this may include your personal and business interests, a "blurb" about yourself, and tags to help people search for like-minded people.

RSS feed – Short for Really Simple Syndication. A family of Web feed formats used to publish frequently updated content such as blog entries, news headlines, and podcasts in a standardized format. An RSS document (called a "feed", "web feed", or "channel") contains either a summary of content from an associated Web site or the full text. RSS makes it possible for people to keep up with Web sites in an automated manner.

Social media – Term for the tools and platforms people use to publish, converse and share content online. The tools include blogs, wikis, podcasts, and sites to share photos and bookmarks.

Social networking sites – Online places where users can create a profile for themselves, and then socialize with others using a range of social media tools including blogs, video, images, tagging, lists of friends, forums, and messaging.

Tags – Keywords attached to a blog post, bookmark, photo or other item of content so you and others can find them easily through searches and aggregation.

Transparency – Enhancing searching, sharing, self-publish and commenting across networks makes it easier to find out what's going on in any situation where there is online activity.

Twitter – A social networking and micro-blogging service that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length.

Virtual worlds – Online places like [Second Life](), where you can create a representation of yourself (an avatar) and socialize with other residents. Basic activity is free, but you can buy currency (using real money) in order to purchase land and trade with other residents. Second Life is being used by some voluntary organizations to run discussions, virtual events, and fundraising.

Web 2.0 – Term to describe blogs, wikis, social networking sites, and other Internet-based services that emphasize collaboration and sharing, rather than less interactive publishing (Web 1.0). It is associated with the idea of the Internet as platform.

Widgets – Stand-alone applications you can embed in other applications, like a Web site or a desktop, or view on its own on a PDA. These may help you to do things like subscribe to a feed, do a specialist search, or even make a donation. Some other common widgets include weather guides, stock lists, flight trackers, calendars, and search boxes for various Web sites. Widgets are convenient tools since they are always only one click or keystroke away.

Wiki – Web site that allows users to add and update content on the site using their own Web browser.

Government 2.0 Appendix

The following governmental bodies were found to have a social media presence online.

Blogs

AIDS
American Public Health Association
California, Office of the Governor
Centers for Disease Control and Prevention
Congressional Budget Office
Library of Congress
Transportation Security Administration (TSA) "The Evolution of Security"
Office of Citizen Services and Communications at the U.S. GSA
Environmental Protection Agency
Federal Bureau of Investigation
NASA Blogs
Wayne Hale's Blog
Last Mission to Hubble
Goddard CIO Blog
Enceladus- aug08
GLAST
NASA EDGE BLOG
Shana's-Blog
National Park Foundation
Nebraska Library Commission
Court Services and Offender Supervision Agency D.C. Public Safety Blog
U.S. Department of Agriculture
U.S. Department of Defense
      U.S. Department of Defense Military Health Systems Blog
U.S. Department of Health and Human Services
U.S. Department of Homeland Security
U.S. Department of the State
U.S. Government "GovGab"
U.S. Navy
U.S. National Park Service — Mount Rainier Volunteers Blog
U.S. Secretary of Transportation
U.S. Speaker of the House

Facebook

California State Government
NASA
Automa
NASA Glenn Technical Library
Rhode Island State Government
U.S. Department of State
U.S. Department of the Treasury
U.S. Department of Veterans Affairs

U.S. Geological Survey Podcasts
U.S.A. Government

Second Life

NASA Co Lab
CDC

Twitter

U.S. Government
U.S. Government in Spanish
The White House
U.S. House of Representatives
U.S. Senate
National Republican Senatorial Committee
Business.gov

U.S. Departments and Agencies

Department of Homeland Security Journal
Department of Homeland Security TSA
Department of Health and Human Services Women's Health
NASA
NASA GLAST
NASA EDGE
NASA Kepler
NASA Co Lab
LRO NASA
L Cross NASA
Ladee NASA
Tess NASA
NASA Watch
NASA MAAT
Shuttle Discovery
Shuttle Atlantis
NASA SDO HM1
NASA Desert RATS
NASA Phoenix Mars
NASA SM4
Natural Hazard
Office of Citizen Services and Communications at the U.S. General Services
Administration
U.S. Department of Agriculture
U.S. Department of Commerce, NOAA
U.S. Environmental Protection Agency
U.S. Geological Survey
Earthquake and Tsunami Warnings
U.S. Department of State
U.S. Government Office of Personnel Management

American Red Cross
American Public Health Association
American Public Health Association — Get Ready
National Institute for Health
World Health Organization

State Governments

Rhode Island State Government
Maine Government
Nebraska State Government
Colorado Government
Utah Government
South Carolina Government
Kentucky Government
Vermont Government
Los Angeles Fire Department

Wiki's

Government IT Wiki
GSA
NASA
U.S. Court of Appeals

YouTube

American Red Cross
Arizona Department of Health
Arkansas' Homeland Security and Preparedness Agency
Department of Defense
Department of Motor Vehicles, California
Detroit Police Department
Federal Deposit Insurance Corporation
Federal Trade Commission
Florida Department of Corrections
Florida Department of State
Georgia Department of Transportation
Michigan Department of Transportation
Missouri Department of Transportation
NASA
National Oceanic and Atmospheric Administration
National Republican Senatorial Committee
New York Department of State
California Government
USA.gov
U.S. Department of Commerce
U.S. Department of State
Virginia Department of Social Services
Washington State Department of Natural Resources